

APRIL 9, 2025

COMMITTEE OF THE WHOLE REPORT

REPORT NO. CW-034-2025

CELEBRATING 175 YEARS UPDATE

**KRYSTIN STITT
PROJECT MANAGEMENT SPECIALIST**

RECOMMENDATIONS

For information purposes only.

FINANCIAL IMPLICATIONS

The approved budget of \$35,700 was included in the 2025 budget. An initial breakdown is provided in the Discussions/Alternatives Section.

CLIMATE CHANGE IMPLICATIONS

Where possible reports are provided in a digital format to reduce the Counties carbon footprint.

ACCESSIBILITY CONSIDERATIONS

This report can be made available in alternate accessible formats on request. The United Counties of Leeds and Grenville makes every effort to provide services in a manner that is inclusive to ensure accessibility barriers are reduced or eliminated, where possible.

COMMUNICATIONS CONSIDERATIONS

The 175th Anniversary theme will be utilized throughout the year for both internal and external communications. The Communications Coordinator will play a critical role in leveraging the anniversary in communications throughout the celebratory year.

BACKGROUND

At the January meeting, members directed staff to form a Steering Committee to help inform the activities planned for the Counties' 175th Anniversary year. The Committee consists of 10 staff members and the Warden. Staff members represent all Divisions of the Counties. To date, the Committee has met 4 times to undertake the planning and budgeting for events and activities throughout the year. The Committee has identified three themes; 1) Education & Awareness: who the Counties are and what we do, 2) Partnerships: working with both internal and external partners to celebrate 175 years, and 3) Recognition and Celebration: honouring our past, acknowledging our present, and celebrating our future.

DISCUSSION/ALTERNATIVES

The following provides a breakdown of events/activities planned and initial budget breakdown.

Theme	Activity/Event	Month	Budget
3	Warden Declaration	January	
3	'175' Logo Creation	January	
3	'175' Staff Email Signature Creation	January	
3	Hat Distribution – 'Why I love UCLG Week'	February	\$7,200
3	Pink Shirt Day (branded event)	February	
3	Website Branding	February	
3	Corporate Facebook Page Branding	February	
3	Staff Chili Cook-Off (branded trophies)	March	\$100.00
2 & 3	International Women's Day (branded event)	March	

All	GIS 175 th Interactive website and map	June	
All	Social Campaigns <ul style="list-style-type: none"> - Internal: How has your department evolved? - External: Community Spotlights, Historical Highlights (bylaws, fun facts and trivia) 	April - Dec	
All	Genealogical Society Traveling Archives Display	April – December	\$1,000
3	Social Media Photo Challenge	May – June	
2 & 3	MVL Pie-Day and Yard Sale Day (incorporated 175 elements (pie dough and branding))	May	
2 & 3	Warden’s Banquet (branded event)	May	
1 & 3	Staff Appreciation – “Sweet Treat” Week – branded ‘175’ cookie deliveries to Counties’ building	June 23 – 27	\$1,500
2 & 3	Municipal Tree Planting	July	\$1,000
2 & 3	Historical Timeline of Counties’ Milestones	July	
2 & 3	Resident Opening G.T.F.H – Red Carpet Event (branded event)	August	
All	Local Media Stories	September	
All	Limerick Forest 85 th Anniversary (branded event)	September	
2 & 3	MVL Christmas in September (branded event)	September	
All	Local Government Week Campaign – resources to be shared by City of Brockville	October	
1 & 3	United Counties 175 th Reunion Event	Friday October 17 th 1pm – 4pm	\$10,000 - \$15,000
2 & 3	Bridges to Better Business (branded event)	October 23	

2 & 3	G.T.F.H Official Opening – elected officials and dignitaries’ ceremony	TBD	
2	Accessibility Conference	October	
2	Economic Development Summit (branded event)	November 21	
all	Local Media Re-cap stories	November	
all	175th Anniversary - Special Edition Staff Newsletter	December	

Please note *branded event means the Counties’ 175th banners will be on site to further brand the event for the 175th year. Additional items included in the budget are the purchase of 2 pull-up style banners and one backdrop style banner. \$2,000 has been allocated for this. Video footage of the Counties’ will be collected and used in social media and on the GIS 175th interactive story map and website. The budget for gathering video and still footage has been allotted for \$5,000 - \$6,000.

ATTACHMENTS

Nil.

The report set out above has been reviewed and the information verified by the individuals listed below.

KRYSTIN STITT
PROJECT MANAGEMENT SPECIALIST

MARCH 25, 2025
DATE

ALISON TUTAK
INTERIM CHIEF ADMINISTRATIVE OFFICER

APRIL 1, 2025
DATE